

# 'Use Your Melon' Impaired Driving Awareness Campaign At The Delaware State Fair

Office of Highway Safety brings  
Impaired Driving Awareness to the  
Centennial Celebration of the  
Delaware State Fair



**Dover, DE (July 22, 2019)** – [The Delaware Office of Highway Safety](#) has partnered with [NASCAR](#) driver [Ross Chastain](#) for the fourth year in a row, in the ***“Use Your Melon, Drive Sober, Arrive Alive DE,”*** campaign and will be on-site at the [Delaware State Fair](#) during its centennial celebration year from Monday, July 22<sup>nd</sup> from 4:30 PM to 7:30 PM, to Tuesday, July 23<sup>rd</sup> from 4:30 PM to 7:30 PM. He’ll be engaging with fans to promote the ***“Use Your Melon,”*** campaign and be available for autographs and photo opportunities. The No. 4 Chevrolet Camaro Show Car will be on-site at the OHS booth during all 10 days of the Delaware State Fair. The OHS booth includes an interactive display

including games, a selfie station,



“As the Office of Highway Safety celebrates its 50th Anniversary, our staff is braving the extreme temperatures to bring the message of impaired driving dangers to Delaware State Fair attendees. Our focus is not only on the reduction of driving while intoxicated with alcohol but on helping Delawareans understand that driving while impaired also means driving under the influence of drugs including prescription or otherwise,” Christopher Klein, Acting Director, Delaware Office of Highway Safety.



The [Dover International Speedway](#) is partnering on-site with the OHS at the fair and is giving away ticket vouchers for the [Monster Energy Cup Series](#) race on October 6<sup>th</sup>, and ticket vouchers for the [Xfinity Series race](#) on October 5<sup>th</sup>. The tickets will be distributed throughout the run of the fair through game participation and electronic surveys concerning impaired driving. Also, there is a special VIP grand prize package giveaway that will include tickets to the Sunday race, Meet & Greet with Ross, and a tour of the trailer/garage on Sunday. The [Monster Mile](#) is celebrating its 50<sup>th</sup> Anniversary and will be hosting many special events throughout the weekend including live music, interactive displays, games, free sampling, and surprises.

“Ross and his team originally approached OHS with the melon campaign messaging based on his family’s farming legacy. He’s

an 8<sup>th</sup>-generation farmer and a 4<sup>th</sup>-generation watermelon farmer. The “*Use Your Melon*,” campaign’s focus is on impaired driving and its dangers which can include alcohol, recreational drugs, and even prescription medications. In other words, “*Use Your Melon*,” when getting behind the wheel of a vehicle,” Cynthia Cavett, Marketing Specialist, and Public Information Officer, Delaware Office of Highway Safety.

Be on the lookout for over 1 million watermelons throughout the state of Delaware with the “*Use Your Melon*,” brand stickers on them, plus Carvertise-activated cars that are driving throughout the state through the end of October with the watermelon branding. The “*Use Your Melon*,” branded vehicles promote the same melon messaging that Ross is promoting for the Office of Highway Safety to hundreds of thousands of motorists, passengers, and pedestrians all summer long.



This Highway Safety Collaboration in Motorsports in Delaware includes the Delaware Office of Highway Safety, Ross Chastain Racing, Dover International Speedway, [JD Motorsports with Gary Keller](#), [Melon 1](#), and [Carvertise](#).

Frequently asked questions on the consequences of life after a DUI can be found at <http://www.arrivealivede.com/Drive-Sober/FAQs>. For more information on Delaware DUI fatalities and arrests, visit <http://www.arrivealivede.com/DriveSober>.

You can follow the Delaware Office of Highway Safety by clicking on:

[Delaware Office of Highway Safety Web Site](#)

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**DRIVE SOBER**  
**ARRIVE ALIVE DE**

### **About the Delaware Office of Highway Safety**

The Office of Highway Safety (OHS) is committed to improving the safety of Delaware's motoring public by focusing on behavioral traffic safety issues such as impaired driving, seat belt use, speeding, child passenger safety, pedestrian and bicycle safety, motorcycle safety, and teen driving issues.

FAQs can be found at [ArriveAliveDE.com](https://www.arrivealivede.com).